REP HEADLINE# 6390340 \*\*\* UNAPPROVED REV #2

-9399 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP \*\*CHANGES\*\* REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENO ORDER WORKSHEET

FAX# 703-516-9680

NOV1/12 22.42 \*\*\* WFSB-TV \*\*\*

. 42 22 # SALESMAN DATE NOV1/12 (H) REGIONAL HEATHER UTTLEY SPENCER WOOD LOCAL 0FF.# WA-CLASS: NATL. BUYER NAME SALES PRSN REP.# INVOICE) CO-OP BILLING NEEDED ORDER, IAFF FIREFIGHT\*GFSB\* EST#2182 COMMENTS: (LINE, ADV. NAME ISS/INTL ASSC FIREFIGHTERS WATERFRONT STRATEGIES DC 20007 CONTRACT # 6390340 NW WK-2 WASHINGTON, Ŗ 3050 K NOV6/12 STATE TAX AGY. NAME FLIGHT DATES OCT30/12 CITY TAX # PRDCT # ORDER ADV AGY

THANKS, MIKE FOR HEATHER SPOT REVISED ORDER LN 9 REMOVED 1 ADDED LN 15 TTL SAME PLS CFM REP:

A CASH IN ADVANCE SCHEDULE \*\*\*\*

FIREFIGHTERS IAFF

SI SIHL \*\*\*\*

CON CM

TOT:	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	4		ਜ		
DAYS		TU-F	ı L	ZOZ		
WEEK						
:SPTS: WEEK	, , , , , , , , , , , , , , , , , , ,	4		႕		
END DATE		11/2		11/5		
START DATE	2182	10/30		11/5		
 RATE	AGENCY EST# =	\$110.00		\$110.00		
E#:REP :CD: TIME PERIOD : LGTH : SEC : :LINE#: :	AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE =	30 S 600P-630P	PROGRAM : EARLY NEWS CON COM1: EARLY NEWS	15 A 600P-630P 30	PROGRAM : EARLY NEWS CON COM1: EARLY NEWS	
	AGENCY ADV AGENCY PRO	W				

REP HEADLINE# 6390340 \*\*\* UNAPPROVED REV #2

FAX# 703-516-9680 CREDIT RISK !!!
HARRIS REPORT FROM REP
\*\*CHANGES\*\* AGENCY REP: TEL# 703-516-9299 CREDIT ADVISORY: AGENO ORDER WORKSHEET

NOV1/12 22.42 \*\*\* WFSB-TV \*\*\*

: TOTL: DAYS •• WEEK TANT :SPTS: : /WK: END DATE START DATE RATE •• の 可 C .. LGTH •• TIME PERIOD \$4,805.00 ë C · LHNE# :LINE#:REP NOV/12

\$4,805.00 TOTAL SPOTS CONTRACT TOTAL

WCCT 38 WCTX 0% WTIC 68 φ ω WVIT WTNH 58% CABL 8% WFSB 19% MARKET TOTALS \$25,289

WHPX 08

REFLECTED IN CABL Ŋ GESE SHARES ARE ACCURATE.

SVC- NSI

DEMOS- RA35+\*

N-PROGRAM NAME Z-COMMENTS M-MAKEGOOD Y-DAYS L-LENGTH X-LATE T-TIME DE-DELETE E-EFF DATES S-SPOTS PER WEEK C-CANCELLED R-RATE Q-PAID PGM B-BUY TYPE P-CLASS, PLAN, SECT MOD CODE A-ADD

\*-MULTIPLE

## CONTRACT



WFSB Fairfield County 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

And:

Waterfront Strategies 1010 Wisconsin Ave, NW #800 Washington, DC 20007

	Contract / Re	vision		Alt Order a	<u>+</u>	
	499938	1		06390340		
Product						
AFF FIREFIGHT*GF\$B*						
Contract Dates	Estimate #			***	-	
10/30/12 - 11/06/12	2182					
Advertiser .			Ori	ginal Date	/ Revision	
International Association	Of Fire Fight	ers	1	1/02/12	/ 11/02/12	
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade	
	EOM/EOC Bro		Broadcast		Cash	
Ì	Station Account		it E	xecutive	Sales Office	
·	GFSB	SFSB Heather Uttley		ttley	HRP-WASHING	
į	Special Handl	ing			·	
	Demographic					
	Adults 35+					
	IDB#	Advertis	ser	Code	Product Code	
]						
1/2	Agency Ref			Advertiser	Ref	
			- 1			

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate Type	Spots	Amount
1 GFSB 10/30/12 11/02/12 6AM-6:30AM Eyewitness N <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -TWTF 5	ev6AM-6:30AM <u>Rate</u> \$50.00	:30	NM		\$250.00
2 GFSB 10/30/12 11/02/12 7AM-9AM The Early Show  Start Date	7AM-9AM <u>Rate</u> \$45.00	:30	NM	6	\$270.00
3 GFSB 11/05/12 11/06/12 7AM-9AM The Early Show <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2	7AM-9AM <u>Rate</u> \$45.00	:30	NM	2	\$90.00
4 GFSB 10/30/12 11/02/12 Eyewitness News at Noon Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TwTF 5	12PM-12:30PM <u>Rate</u> \$60.00	:30	. NM	5	\$300.00
5 GFSB 10/30/12         11/02/12         CBS Daytime           Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         -TWTF         5	1230-2p <u>Rate</u> \$60.00	:30	· NM	5	\$300.00
6 GFSB 10/30/12 11/02/12 CBS Daytime <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -TwTF 5	2-3p <u>Rate</u> \$60.00	:30	NM	- 5	\$300.00
7 GFSB 10/30/12 11/02/12 M-F 3pm-4pm Syndication Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 5	2:58pm-4pm <u>Rate</u> \$60.00	:30	NM	5	\$300.00
8 GFSB 10/30/12 11/02/12 4PM-5PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 5	4PM-5PM <u>Rate</u> \$110.00	:30	NM	5	\$550.00
N 9 GFSB 10/30/12 11/02/12 6PM-6:30PM Eyewitness Net Start Date	6PM-6:30PM <u>Rate</u> \$110.00	:30	MM	5	\$550.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WFSB Fairfield County 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

	Contract / Revision	Alt Order#	
	499938 /	06390340	
Contract Dates 10/30/12 - 11/06/12	Product IAFF FIREFIGHT*GFS	Estimate # SB 2182	

<u>Advertiser</u>	Original Date / Revision
International Association	11/02/12 / 11/02/12

			Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days Le	ngth Week	Rate	Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 1 GFSB 10/29/12-11/04/12 6PM-6:30PM Eyewilness See MG 9.7	Rate Start/End Time Nev6PM-6:30PM	Weekdays -TuWThF	<u>Length</u> - :30	<u>Rate</u> \$110.00	<u>Type</u> NM		
5 GFSB 10/29/12-11/04/12 6PM-6:30PM Eyewitness I See MG 9.6	Nev6PM-6:30PM	-TuWThF	- :30	<del>\$110.00</del>	NM.		
6 GFSB 11/02/12-11/02/12 6PM-6:30PM Eyewitness in MG for 9.5 10/30	Nev6PM-6:30PM	F	- :30	\$110.00	NM		
7 GFSB 11/05/12-11/05/12 6PM-6:30PM Eyewitness N	Nev6PM-6:30PM	М	- :30	\$110.00	NM		
10 GFSB 10/30/12 11/02/12 7PM-7:30PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -TWTF 5	7PM-7:30PM <u>Rate</u> \$110.00		:30		NM	5	\$550.00
11 GFSB 10/30/12       11/02/12       7:30PM-8PM         Start Date       End Date       Weekdays       Spots/Week         Week:       10/29/12       11/04/12       -TWTF       5	7:30PM-8PM <u>Rate</u> \$110.00		:30		NM	5	\$550.00
12 GFSB 11/03/12 11/03/12 7PM-8PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/122- 2	7PM-8PM <u>Rate</u> \$35.00		:30		NM	2	\$70.00
13 GFSB 10/30/12       11/04/12       M-SU Eyewitness News @         Start Date       End Date       Weekdays       Spots/Week         Week:       10/29/12       11/04/12       -TWFFS-       5	1′11PM-11:35PM <u>Rate</u> \$65.00		:30		NM	5	\$325.00
14 GFSB 11/04/12       11/04/12       Delayed 60 Minutes         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12      1       1	730-830p <u>Rate</u> \$400.00		:30		MM	1	\$400.00
	Admir Admir de la companya de la Maria de la Companya de la Compan	· · · · · · · · · · · · · · · · · · ·	Total	S		61	\$4,805.00

Time Period	# of Spots	Gross Amount	Net Amount	
10/29/12 -11/06/12	61	\$4,805.00	\$4,084.25	
Totals	61	\$4,805.00	\$4,084.25	

Signature:	 Date:

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